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VIGNETTES

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The Agricultural Trade and Marketing Information Center Newsletter

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International Activities of the National Agricultural Library

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Agriculture is America's number one industry just as it was when President Lincoln created the U.S. Department of Agriculture (USDA). The National Agricultural Library (NAL) has played an important role in the national effort to keep information flowing to this large enterprise. The strength of NAL's programs is directly related to the strength of our national and international relationships. As part of its national responsibilities, NAL is charged with providing leadership to ensure U.S. participation in the international library and information system. As such, the Library engages in a wide array of international activities emphasizing worldwide collection and dissemination of agricultural information. Historically, NAL has maintained an active international Publications Exchange Program as part of its acquisitions system. Currently, the Library has over 5,000 exchange partners throughout the world, including agencies of foreign governments, institutions of higher learning, international organizations, and libraries. These exchange agreements account for a significant portion of our annual acquisitions and enable the Library to acquire materials that are

unavailable through conventional publishing channels.

The challenging and dynamic international environment in which U.S. agriculture finds itself is increasingly reaffirming the important role of agricultural libraries in the transfer of information. More and more we are finding that maintaining an international perspective is essential to providing access to the ever increasing amounts of agricultural information available worldwide. The NAL continually seeks to find innovative ways to network globally in order to enhance access to agricultural information. Mutually beneficial, cost-effective solutions can be derived from sharing resources. Pooling expertise, reducing unnecessary duplication, and making use of electronic technologies such as the Internet and the World Wide Web serve to increase the scope of available resources for all users of agricultural information. NAL is joined in its networking activities by international counterparts who face similar challenges within their own borders. Together we are actively involved in a number of important and exciting cooperative activities.

The Food and Agriculture Organization (FAO) of the United Nations is a major international partner of NAL. FAO coordinates the AGRIS database (AGRIS is the International Information System for Agricultural Science and Technology). The AGRIS database is produced cooperatively through the efforts of 27 national centers and 18 regional and international centers which assume responsibility for providing bibliographic control over the agricultural publications produced within their respective countries. NAL contributes approximately 60,000 new citations to the AGRIS database each year. Although developed countries provide more than two-thirds of the citations, most of the centers preparing records represent developing nations. It is the potential of these less-developed countries to provide access to the agricultural information within their own geographic boundaries that makes the cooperative venture of AGRIS so unique and promising.

AGLINET is another program coordinated by FAO. It supports collaborative efforts to deliver documents to agricultural users world-

See Activities, page 2

Activities, continued from p. 1

wide. NAL serves as the U.S. node of AGLINET. Through this program, member libraries agree to provide each other with priority interlibrary loan and reproduction services (usually without charge) and to share bibliographic products to enhance location and referral services. For countries with limited resources, participation in such a program can be especially advantageous. Recognizing this, NAL works continuously to help establish AGLINET centers in countries that do not presently participate in the program.

NAL also pursues a number of specific international initiatives that are closely related to broader USDA programs. NAL and major agricultural library institutions in Central and Eastern Europe have been engaged in developing cooperative relationships following the dramatic changes which have taken place in the region. Since 1991, annual round tables have been held to provide a vehicle through which discussions can take place. Through the receipt of small grants and other types of support, NAL has been successful in maintaining an ongoing dialogue; demonstrating, installing and providing training in the use of new technologies; launching a surplus publications program; and in offering short-term fellowships. A Joint Program of Cooperation, signed by all participating institutions, serves as the basis from which collaborative efforts are negotiated.

Another international initiative is the establishment of the Egyptian National Agricultural Library (ENAL). This project has been conducted under the auspices of the United States Agency for International Development (USAID) and the USDA/FAS International Cooperation and Development division

(ICD) as part of the Egyptian National Agricultural Research Project. In working to enhance the long-term viability of Egyptian agriculture, it became clear that a national information resource was of major importance. Since 1990, NAL staff have been actively involved in helping to establish ENAL. These efforts have included developing an organizational structure, consulting on the procurement of a library computer system, assisting in the selection and procurement of materials and providing a wide range of training activities. Ongoing support will continue even after ENAL opens officially.

Most recently, NAL has turned its attention towards strengthening relationships with libraries and information centers in Latin America and the Caribbean. Working in cooperation with the Inter-American Development Bank, NAL convened a week-long workshop to discuss the establishment of an inter-American agricultural information network. The workshop brought together key leaders from a cross-section of the Americas. The primary outcome was the production of a regional plan to develop a sustainable and

equitable infrastructure for inter-American agricultural information exchange. The intent of the plan is to provide a framework for improving national information systems and enhancing regional cooperation, and communication.

NAL also offers in-service training programs in cooperation with USAID, ICD and other organizations, arranging for study and training in library management and technology. NAL has hosted individuals and study-groups from virtually every continent. The library also receives a steady flow of visitors from around the world, providing them with specialized briefings on its operations and tours of its facilities.

International contacts and collaborations will continue to be key to ensuring the continued flow of scientific and technical information. We at NAL believe that the ongoing pursuit and cultivation of international partnerships will help us to meet the challenges of the age of information and result in the availability of a broader base of information resources for all users of agricultural information.

Access ATMIC Electronically

NAL's Agricultural Trade and Marketing Information Center (ATMIC) offers electronic access to its resources and publications via a WWW home page and gopher site. We also include links to other marketing- and trade-related sites, publications, resource lists, and newsletters. Send suggestions for links to ATMIC, Home Page Links, USDA/ARS/NAL, 5th Floor, 10301 Baltimore Blvd., Beltsville, MD 20705-2351, or e-mail: mlassany@nal.usda.gov.

- » ATMIC World Wide Web home page: Point your browser to <http://www.nal.usda.gov/atmic.html>.
- » ATMIC Gopher: gopher.nal.usda.gov. From the NAL's root directory, select NAL Information Centers, then Agricultural Trade and Marketing Information Center. Or, telnet to a public gopher site (such as Library of Congress at marvel.loc.gov; log in as marvel) and follow menu choices to the list of Maryland or Government gophers. Choose Agricultural Trade and Marketing Information Center/USDA.

Items of Interest

Internet Access for International Business, Economics, Marketing and Trade Information:

- AGRI MARKETING P.A., Ltd. Lists many sites including products, weather and markets.
URL: <http://www.agrimark.com>
- Export Research Sourcing Marketing Procurement Logistics. A business trading site with categories for engineering, services, food and leisure. Also offered are export, research, sourcing, procurement, marketing and logistics services.
URL: <http://www.global-net-trade.com>
- FAO Agricultural Statistics.
URL: <http://www.fao.org/lim500/PR/96/09.html>
- Food Opportunities: The Japanese Snack Market.
URL: <http://www.foodchannel.com/foodchannel/foodbytes/newarticles/japan.html>
- Indonesia Business Development Page. Information and help on doing business with and in Indonesia. Includes tips, links, contacts, opportunities, people, employment, investment and more.
URL: <http://lookup.com/homepages/71346/home.htm>
- Information Mexico. Contains information regarding Mexico for business, finance and special surveys. Includes business tips, fairs, travel, Mexican stocks, trade agreements and more.
URL: <http://www.mexicosi.com>
- International Trade Administration (ITA), U.S. Department of Commerce Services in China and Hong Kong. Full description of ITA services for China and Hong Kong and other current activities can be found on ITA's Internet home page.
URL: <http://www.ita.doc.gov>
- Irish Trade Web. Promotes Ireland and Irish business to the world. It contains comprehensive resources for anyone planning on doing business in Ireland.
URL: <http://www.itw.ie.Itw>
- *List of Journals Indexed in AGRICOLA 1996*, available on the WWW.
URL: <http://www.nal.usda.gov/indexing/ljitoc.htm>
- Middle East/North Africa Business Home Page. Features bulletin board for trade leads and market opportunities, country-specific trade information, and more.
URL: <http://www.ita.doc.gov/mena/econof.html>
- Trade Talk. Weekly entrepreneurial talk radio show on international global trade. Trade Talk is owned/produced by the New York Currency Exchange, Inc.
URL: <http://www.audionet.com/tradetlk/tradetlk.htm>
- U.S. Government Information, a site with a lot of links to government information.
URL: <http://www.unlv.edu/library/gov>
- Wisconsin Ag Econ Home Page, the McKinley Internet Directory. Excellent for searching on agricultural economics.
URL: <http://www.mckinley.com>

See Items, page 4

Black Sea Business Center Opens in Mangalia, Romania

The new Black Sea Business Center provides a state-of-the-art facility for Romanian and foreign business people to conduct conferences and symposiums. The Center, owned by the Romanian Chamber of Commerce and Industry, is equipped with modern communication and presentation facilities in a central location. For more information contact: The Black Sea Business Center/Hotel President, Str. Teilor Nr.6; 8727 Mangalia, Romania. Tel: (40) 41-75 58 61; FAX: (40) 41-75 56 95. (Source: Brian Toohey, U.S. Department of Commerce.)

CEEBIC Installs New FAX-on-Demand System

The Central and Eastern Europe Business Information Center, U.S. Department of Commerce, installed CEEBICFlash, a 24-hour, fax-on-demand system which allows users to receive information on Central and Eastern Europe through their fax machines. This new system is connected to the other International Trade Administration (ITA) fax retrieval systems and is accessible by dialing either (202) 482-5745 or the ITA toll-free number 1-800-USA-Trade (1-800-872-8723).

Export Working Capital Program (EWCP)

The U.S. Small Business Administration (SBA) offers assistance to small exporters via a new export finance program, launched as the Export Working Capital Program. For more information on this program, contact your "LOCAL" Export Assistance Center, listed in the Federal pages of your phone book.

Publications

Books/Directories/Guides

For ordering information on the directories of major companies of Africa, Arab World, Eastern Europe and the CIS, Latin America, and Western Europe, contact:

European Business Publications, Inc.

P.O. Box 891

Darien, CT 06820

Tel: 203-656-2701 (for credit card orders)

FAX: 203-655-8332

- *Major Business Organisations of Eastern Europe and the Commonwealth of Independent States, 1995-96*
Butler, D., editor.
Publisher: London, UK: Graham & Whiteside, Ltd., 1995. 850pp. Cost: \$720.00
- *Major Companies of Africa South of the Sahara, 1996*
Franklin, D., editor.
Publisher: London, UK: Graham & Whiteside, Ltd., April 1996. 375pp. Cost: \$360.00

- *Major Companies of the Arab World, 1995-96*
Bricault, G.C., editor
Publisher: London, UK: Graham & Whiteside, Ltd., 1995. 1150pp. Cost: \$740.00
- *Major Companies of Latin America, 1996*
Shave, D., editor
Publisher: London, UK: Graham & Whiteside, Ltd., 1995. 750pp. Cost: \$630.00
- *Major Financial Institutions of Europe, 1995-96*
Hoerning, S., editor
Publisher: London, UK: Graham & Whiteside, Ltd., 1995. 350pp. Cost: \$380.00
- *Online Marketing Handbook.*
Janal, Daniel S.
Publisher: New York, NY: Van Nostrand Reinhold, 1995. 370pp. Cost: \$24.95

Order from: Van Nostrand Reinhold Co., 115 - 5th Ave., 4th Floor, New York, NY 10003. Tel: 212-254-3232 or 800-842-3636; FAX: 212-254-9499.

See Publications, page 5

Publications, continued from page 4

- *U.S. Export Administration Regulations (EAR)*
Publisher: Washington, DC: Bureau of Export Administration, U.S. Department of Commerce, 1996. (Available both paper copy and electronic subscription.) Cost for paper copy: \$89.00 U.S., Canada, and Mexico; \$156.00 for all others. Online subscription cost: \$21.00 per month.

Coverage: How to obtain an export license, the latest restrictions on exports, when an export license is necessary and when it is not, where to obtain further help.

Order from: National Technical Information Service, Technology Administration, U.S. Department of Commerce, Springfield, VA 22161. Tel: 703-487-4630; FAX: 703-321-8547. **Quote order number** PB96-987800AHG for electronic subscription; or quote order number PB-96987700AHG for the paper copy subscription.

Reports

U.S. Department of Agriculture (USDA)

Agricultural Marketing Service (AMS), Shipper & Exporter Assistance Program, Transportation and Marketing Division, Washington, DC.

For ordering information contact: Kathie Healey or Maikel Del Guadro, tel: 202-690-2325; FAX: 202-690-1340.

- *Ocean Rate Bulletins: (Free Publications):*
Almonds, issue date: May 10, 1996
Fresh Grapefruits, issue date: April 19, 1996
Fresh Oranges, issue date: May 10, 1996
Fresh Pears, issue date: April 19, 1996
Frozen Beef Primals, issue date: May 10, 1996
Frozen Potatoes, issue date: May 10, 1996
Frozen Poultry, issue date: May 10, 1996
Lettuce, issue date: May 10, 1996
Pistachios, issue date: May 10, 1996

Economic Research Service (ERS) and National Agricultural Statistical Service (NASS), Washington, DC

For ordering information contact: ERS-NASS, 341 Victory Dr., Herndon, VA 22070. Tel: 1-800-999-6779 U.S. and Canada (weekdays 8:30-5:00 ET). Other areas call: 703-834-0125 or FAX: 703-834-0110.

Reports:

- *Agricultural Statistics of the Former USSR Republics and the Baltic States. Statistical Bulletin*, September 1993. 239pp. Stock# SB-863, cost: \$15.00.
- *Comparison of Agricultural Support in Canada, Mexico, and the United States.* By Nelson, J. Frederick, et al. Research Report, September 1995. 44pp. Stock# AIB-719, cost: \$9.00.
- *Farm Business Economics Report, 1994.* Annual Report, Spring 1996. Stock# ECI-1995, cost: \$15.00.
- *The Food Marketing System in 1994.* Gallo, Tony E. Research Report, August 1995. 15pp. Stock# AIB-717, cost: \$7.50.
- *Industrial Uses of Agricultural Materials.* Annual Report, October 1995. Stock# IUS-1996, cost: \$15.00.
- *NAFTA Situation and Outlook*, May 1995. 24pp. Stock# WRS-95-2, cost: \$9.00.
- *NAFTA: Year One. Research Report*, April 1995. 62pp. Stock# NAFTA-3, cost: \$12.00.
- *Processed Food Trade Concordance.* Research Report, March 1995. 68pp. Stock# AH-707, cost: \$12.00.
- *U.S.-Mexico Fruit and Vegetable Trade, 1970-92.* Research Report, April 1995. 141pp. Stock# AER-704, cost: \$15.00.

U.S. General Accounting Office (GAO)

For ordering information and cost of publications contact: U.S. General Accounting Office, P.O. Box 6015, Gaithersburg, MD 20884-6015; tel: 202-512-6000; FAX: 301-258-4066; TDD 301-413-0006.

- *Commercial Trucking. Safety and Infrastructure Issues Under the North American Free Trade Agreement.* Washington, DC: Resource, Community, and Economic Development Division, GAO, February 1996. 52pp. Report no. GAO/RCED-96-61.
- *Foreign Assistance. Private Voluntary Organizations' Contributions and Limitations.* Washington,

See Publications, page 6

Publications, continued from page 5

DC: National Security and International Affairs Division, GAO, December 1995. 77pp. Report no. GAO/NSIAD-96-34.

- *Foreign Investment. Implementation of Exon-Florio and Related Amendments.* Washington, DC: National Security and International Affairs Division, GAO, December 1995. 44pp. Report no. GAO/NSIAD-96-12.
- *Former Soviet Union. Information on U.S. Bilateral Program Funding.* Washington, DC: National Security and International Affairs Division, GAO, December 1995. 136pp. Report no. GAO/NSIAD-96-37.
- *Former Soviet Union. An Update on Coordination of U.S. Assistance and Economic Cooperation Programs.* Washington, DC: National Security and International Affairs Division, GAO, December 1995. 14pp. Report no. GAO/NSIAD-96-16.

Magazines

- *Caribbean Update* (including Central America). Published monthly. Publisher: Kal Wagenheim. Subscription cost \$216.00 per year.
Order from: Kal Wagenheim, 52 Maple Ave., Dept. 296, Maplewood, NJ 07040. Tel: 201-762-1565; FAX: 201-762-9585
- *Link-Up.* Newsmagazine for users of online services, CDROMs and the Internet. Published bi-monthly. Publisher: Information Today, Inc. Subscription cost: \$27.95 domestic; \$33.95 Canada and Mexico; \$50.95 outside U.S.
Order from: Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055. Tel: 609-654-6266.
- *Mexico Business Monthly.* Published monthly. Publisher: Kal Wagenheim. Subscription cost: \$216.00 per year.
Order from: Kal Wagenheim, 52 Maple Ave., Dept. 296, Maplewood, NJ 07040. Tel: 201-762-1565; FAX: 201-762-9585.

Newsletters

- *Opportunities Viet Nam.* Published bi-weekly. Publisher: Tran Quoc Thinh. For information regarding a subscription contact VINA U.S.A. Business Liaison Corp., 10 E 22nd St., Ste. 200, New

York, NY 10010. Tel: 212-673-5041; FAX: 212-673-1955; e-mail: 75372.2056@compuserve.com.

- *South America Report.*
A new, 24-page monthly newsletter. Publisher: Larry Luxner, editor-in-chief. Subscription cost: \$395.00 per year.
Order from: South America Report, 7401 Westlake Terrace #516, Bethesda, MD 20817. Tel: 301-365-1745; FAX: 301-365-1829.

Articles of Interest

The *AgExporter Magazine* is published by the Foreign Agricultural Service, U.S. Department of Agriculture, Washington, DC.

Order from: National Technical Information Service, Subscription Section, Springfield, VA 22161. Tel: 703-487-4630; TDD: 703-487-4639. Price: \$34.00 domestic; \$42.00 foreign. (12 issues.)

- "Arabian Gulf: Hot Markets for U.S. Foods; and Doing Business in GCC-5 States."
In: *AgExporter*, VIII(3):4-11. March 1996.
- "Belgium: Pasta Sauces on Top."
Peeters, Elza
In: *AgExporter*, VIII(3):12-13. March 1996.
- "Denmark: Trade Crossroads."
Tetro, Bob and Worm, Lis
In: *AgExporter*, VIII(3):20-23. March 1996.
- "Fact File: Market Development Activities and Expenditures of Major U.S. Competitors."
Ackerman, Karen
In: *AgExporter*, VIII(2):24-26. February 1996.
- "Taiwan Goes 'Frozen'."
Henke, Debra
In: *AgExporter*, VIII(3):14-16. March 1996.
- "U.S. Seafood Exporters Fish for New Asian Markets."
In: *AgExporter*, VIII(2):22-23. February 1996.
- "U.S. Wood Industry Strategies for Export Success."
In: *AgExporter*, VIII(2):4-21. February 1996.
- "Venezuela on Rebound."
Senger, Larry
In: *AgExporter*, VIII(3):17-19. March 1996.

Conferences/Meetings/Trade Shows

Trade Shows

International Food and Beverage Shows and Sales Missions are sponsored by the USDA's Foreign Agricultural Service. For additional information on the shows and sales missions listed below, please contact: USDA Trade Show Office, Foreign Agricultural Service, AgBox 1052, Washington, DC 20250-1052. Tel: 202-690-1182; FAX: 202-690-4374; and/or contact listed under a specific trade show.

1996

- May 27-31 **Agro-Food Exhibition (SPAFE'96)**, LenExpo, St. Petersburg, Moscow, Russian Federation. Contact: Ms. Patricia D'Allesio, Comtek International, Wilton, CT. Tel: 203-834-1122; FAX: 203-762-0773; or Mary E. Revelt, Minister-Counselor for Foreign Agricultural Affairs, U.S. Embassy, Moscow, Russian Federation. Tel: 011-7095-956-4103; FAX: 011-7095-255-9951 or 011-7095-224-1356.
- August 21-22 **Great American Food Show - Argentina'96**. Buenos Aires, Argentina. Contact: Willis Collie, tel: 202-720-3623; FAX: 202-690-4374; [EMAIL Willis Collie].
- August 26-28 **Great American Food Show - Brazil'96**. Sao Paulo, Brazil. Contact: Willis Collie, tel: 202-720-3623; FAX: 202-690-4374; [EMAIL Willis Collie].
- September 3-6 **Food & Hotel China'96**. China International Exhibition Centre, Beijing, China. Contact: U.S. Representative, Mr. Robert C. Chang/Ms. Ellen Wong, Commerce Tours International, Inc., 870 Market St., Ste. 920, San Francisco, CA 94102. Tel: 415-433-3072; FAX: 415-433-2820; or Ralph Gifford, ATO Guangzhou, China, tel: 8620-667-7553, FAX: 8620-666-0703; or Scott Reynolds, ATO Shanghai, China, tel: 8621-6279-8622; FAX: 8621-6279-8336.
- September 8-11 **Fine Food 96**. Melbourne Exhibition Center, Melbourne, Australia. Contact: U.S. Representative, Ms. Ellen Wong, Commerce Tours International, Inc., 870 Market St., Ste. 920, San Francisco, CA 94102. Tel: 415-433-3072; FAX: 415-433-2820; or James A. Truran, Agricultural Counselor, Embassy of the United States of America, Office of the Agricultural Counselor, PSC 277, APO AE 96549. Tel: 61-6-270-5854; FAX: 61-6-273-1656. [Best products: Frozen fruit, frozen vegetables, frozen yogurt, health foods, bran-based cereals and breads, microwave products, snack foods - potato chips, biscuits, confectionery products- particularly those without chocolate.] [Major products "prohibited" entry into Australia: All meat & products containing meat, unless accompanied by an Australian Import Permit; all poultry unless cooked in a can and accompanied by an Australian Import Permit; unpopped popcorn.]
- September 16-20 **World Food'96**. Krasnaya Presnya Exhibition Center, Moscow, Russian Federation. Contact: Ms. Patricia D'Allessio of Comtek International, Wilton, CT. Tel: 203-834-1122; FAX: 203-762-0773; or Mary E. Revelt, Minister-Counselor for Foreign Affairs, U.S. Embassy, Moscow, Russian Federation. Tel: 011-7095-956-4103; FAX: 011-7095-255-9951 or 011-7502-224-1356.

Other Trade Shows/Conferences/Meetings

1996

- June 7-9 **Coffee Fest Atlanta**. Cobb Galleria Center, Atlanta, GA. For more information call 206-232-2982, ext.13.

See Meetings, page 8

Meetings, continued from page 7

- June 10-11 **West Meets East II, Conference on Emerging Markets of Central and Eastern Europe and the former Soviet States.** New Marriott East Side Hotel, New York, NY. Contact: American Institute of Banking of Greater New York, tel: 212-480-3200; FAX: 212-480-3705.
- June 12-14 **BORITEC, International Cooperation, Development and Investment Exchange,** Fiera Milano, Italy. Contact: E.A. Fiera Internazionale di Milano, Servizio Organizzativo BORITEC, Largo Domodossola 1-1-20145 Milano, Italy. Tel: 011-39-2-4997-7411/7412; FAX: 011-39-2-4997-7481.
- June 18-21 **Rice Millers' Association Convention,** Westin Hotel, Hilton Head, NC. For more information call: 703-351-8161.
- June 23-26 **International Fancy Food Show,** Philadelphia Conventional Center, Philadelphia, PA. Contact: National Association for the Specialty Food Trade, 800-255-2502.
- September **Roundtable with the Government of Ecuador,** Quito, Ecuador. [Americas Conferences, 1996.] Contact: Caroline Raffington, The Economist Conferences, 111 West 57th St., New York, NY 10019. Tel: 212-554-0614, or 800-938-4685; FAX: 212-245-6413; Email: cer@engny.mhs.compuserve.com
- September 10-12 **Latin America Annual Planning and Forecasting** New York and Miami. [American Conferences, 1996.] Contact: Caroline Raffington, The Economist Conferences, 111 West 57th St., New York, NY 10019. Tel: 212-554-0614, or 800-938-4685; FAX: 212-245-6413; Email: cer@engny.mhs.compuserve.com

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